

TAILORING YOUR PORTFOLIO

**YOU NEED TO CHANGE YOUR PORTFOLIO BASED ON
WHAT TYPE OF JOB YOU ARE APPLYING FOR.**

For example, an ad agency wants to see more ads in your portfolio and less design, but a design company wants to see more design and less ads. You need to be able to adapt to the job the you are applying for.

This concept of tailoring your portfolio can also be applied to different types of projects/designs. Tailoring your portfolio to the style of the company. Giving the company more corporate designs verses edgy design.

TAILORING YOUR PORTFOLIO

YOU WANT TO MAKE SURE THAT YOU HAVE A GOOD MIX OF DESIGNS, but you don't want to show designs that the company has no interest in.

For example if you are interviewing at an in-house marketing company you would not show them a lot of designs that are overly edgy or contemporary because they have no use for that type of design.

It also show the interviewer that you have not researched their company and don't know the type of design that they create.

TAILORING YOUR PORTFOLIO

You might want to show them a couple of pieces that are different from what they have to show that you are a versatile designer and have a lot to offer in style and the ability to create many different styles of design.

COMPANIES MAY HIRE YOU BECAUSE YOU CAN BRING AN EDGE INTO THEIR WORK PLACE THAT NONE OF THE OTHER DESIGNERS HAVE. But you don't want to give them too many examples of a different style because again it may not be what they are looking for.

TAILORING YOUR PORTFOLIO

After researching the company you may find that they have a lot of one type of design, but very little other design. This is your chance to sell them that they need you to fill this gap.

For example, after researching Company X you have found that they create a lot of brochures, but not a lot of packaging, in fact they out source all there packaging. This is your opportunity to show them some packaging design. You sell them that if you hire me you can bring your packaging design in house and offer your clients a broader range of design.

TAILORING YOUR PORTFOLIO

YOU WANT YOUR PORTFOLIO TO GRAB THE ATTENTION OF THE INTERVIEWER, but if your portfolio does not have appropriate design for their company then your portfolio is not grabbing their attention.

MAKE SURE YOU RESEARCH THE COMPANY. The more you research the company the more you know about what they design and what they are looking for. Knowing this information helps you tailor your portfolio and you have a better chance of getting the job.

“NEVER PUT DESIGN IN YOUR PORTFOLIO THAT YOU DON'T LIKE OR THAT ARE MEDIOCRE.”

FREELANCE/WORK PROJECTS

Put as many freelance projects in your portfolio as possible, as long as they are good designs.

Having freelance designs in your portfolio shows that you have worked in the job force and have experience. IF you have worked at a design/print/marketing company as an intern or an actual job and have some good portfolio pieces that is even better. **IT SHOWS THAT YOU HAVE INITIATIVE.**

FREELANCE/WORK PROJECTS

if you don't have any freelance work to put in your portfolio then find some. Ask friends, family, neighbors, if they need anything designed—and offer it for free.

Most people are willing to pay for free design. It gives you experience of working with deadlines, clients, budget restraints, etc. It also will make you a better candidate for jobs.

Not only are you gaining experience, but you are getting your name out in the business world. The more experience you have the better designer you will be.



KNOW YOUR PORTFOLIO

**MAKE SURE BEFORE ANY INTERVIEW YOU KNOW
WHAT IS IN YOUR PORTFOLIO AND THE ORDER IN
WHICH IT IS ARRANGED.**

WHY?



KNOW YOUR PORTFOLIO

The more you can anticipate the next design the better you will be in an interview. You can already be talking about your next design as you are flipping the page.

WHY IS THIS IMPORTANT?

KNOW YOUR PORTFOLIO

AN INTERVIEWER DOES NOT HAVE A LOT OF TIME TO WAIT

If you can cut down your presentation and make it smoother the better you look. It looks like you took time to prepare for the interview and you respect the interviewers time.

Also many interviewers will flip through your book very quickly and you need to know when and what to start talking about. They may skip a design and you need to know what they next one is, so you can talk about it and not leave pauses in your presentation of your portfolio.

KNOW YOUR PORTFOLIO

As you are anticipating each design you can take control back of the interview and start to take your designs out to show then interviewer. **I CALL IT THE FLIP, TALK AND SHOW.**

As you are flipping the page you start to talk about the design and as you are doing that your hand is pulling out the design to talk about it, thus forcing the interviewer to look at your design.

KNOW YOUR PORTFOLIO

You also need to know what is next in case the interviewer asks you a question you can answer it right away and not look to see what design they are talking about.

PAUSES KILL AN INTERVIEW. Pauses can make it seem like you don't know what you are talking about and don't know the answer. You need to be able to answer ANY question that is asked during an interview.